

1 We claim:

2  
3 1. A system and method for fundraising and marketing  
4 comprising the steps:

5  
6 contacting at least one merchant/vendor to obtain at least one of  
7 merchandise and service discounts and offers;

8  
9 receiving advertising content containing said at least one of  
10 merchandise and service discounts and offers from said at  
11 least one merchant/vendor;

12  
13 converting and organizing said advertising content received from  
14 said merchant/vendor into electronic format advertising;

15  
16 transferring and storing said electronic format advertising on  
17 portable electronic format advertising storage media;

18  
19 providing said portable electronic format advertising storage media  
20 to fundraisers;

21  
22 distributing said portable electronic format advertising storage  
23 media via said fundraisers to purchasers whereby funds are  
24 raised;

25  
26 viewing said electronic format advertising on said portable  
27 electronic format advertising storage media via a computer  
28 system to obtain said at least one of merchandise and service

1 discounts and offers; and

2  
3 redeeming at least one of said at least one of merchandise and  
4 service discounts and offers with said merchant/vendors via  
5 display of said portable electronic format advertising storage  
6 media to said merchant/vendors by said purchasers whereby said  
7 purchasers receive at least one of said at least one of  
8 merchandise and service discounts and offers.  
9

10 2. The method of claim 1 wherein said step of converting and  
11 organizing said advertising content received from said  
12 merchant/vendor into electronic format advertising comprises  
13 placing said advertising content in the form of individual viewable  
14 electronic pages.  
15

16 3. The method of claim 1 wherein said step of transferring  
17 and storing said electronic format advertising on portable  
18 electronic format advertising storage media comprises using a  
19 credit card-shaped CD-ROM as said portable electronic format  
20 advertising storage media.  
21

22 4. The method of claim 1 wherein said step of distributing  
23 said portable electronic format advertising storage media via said  
24 fundraisers to purchasers comprises exchanging said portable  
25 electronic format advertising storage media for money whereby said  
26 purchasers purchase said electronic format advertising storage  
27 media thereby raising funds for said fundraiser.  
28

1        5.    The method of claim 1 wherein said step of viewing said  
2 electronic format advertising on said portable electronic format  
3 advertising storage media via a computer system comprises inserting  
4 said portable electronic format advertising storage media into said  
5 computer system and running said portable electronic format  
6 advertising storage media to access said electronic format  
7 advertising thereby permitting said purchaser to view said  
8 electronic format advertising.

1       6.   A system and method for fundraising and marketing  
2 comprising the steps:

3  
4       contacting at least one merchant/vendor to obtain at least one of  
5       merchandise and service discounts and offers;

6  
7       receiving advertising content containing said at least one of  
8       merchandise and service discounts and offers from said at  
9       least one merchant/vendor;

10  
11       converting and organizing said advertising content received from  
12       said merchant/vendor into electronic format advertising;

13  
14       transferring and storing said electronic format advertising on a  
15       credit card-shaped CD-ROM;

16  
17       providing said credit card-shaped CD-ROM to fundraisers;

18  
19       distributing said credit card-shaped CD-ROM via said fundraisers to  
20       purchasers whereby funds are raised;

21  
22       viewing said electronic format advertising on said credit card-  
23       shaped CD-ROM via a computer system to obtain said at least  
24       one of merchandise and service discounts and offers; and

25  
26       redeeming at least one of said at least one of merchandise and  
27       service discounts and offers with said merchant/vendors via  
28       display of said credit card-shaped CD-ROM to said

1 merchant/vendors by said purchasers whereby said purchasers  
2 receive at least one of said at least one of merchandise and  
3 service discounts and offers.  
4

5 7. The method of claim 6 wherein said step of converting and  
6 organizing said advertising content received from said  
7 merchant/vendor into electronic format advertising comprises  
8 placing said advertising content in the form of individual viewable  
9 electronic pages.  
10

11 8. The method of claim 6 wherein said step of distributing  
12 said portable electronic format advertising storage media via said  
13 fundraisers to purchasers comprises exchanging said portable  
14 electronic format advertising storage media for money whereby said  
15 purchasers purchase said electronic format advertising storage  
16 media thereby raising funds for said fundraiser.  
17

18 9. The method of claim 6 wherein said step of viewing said  
19 electronic format advertising on said portable electronic format  
20 advertising storage media via a computer system comprises inserting  
21 said portable electronic format advertising storage media into said  
22 computer system and running said portable electronic format  
23 advertising storage media to access said electronic format  
24 advertising thereby permitting said purchaser to view said  
25 electronic format advertising.  
26  
27  
28

1       **10.** A system and method for fundraising and marketing  
2 comprising the steps:

3  
4       contacting at least two merchants/vendors to obtain from each at  
5       least one of merchandise and service discounts and offers;

6  
7       receiving advertising content containing said at least one of  
8       merchandise and service discounts and offers from said at  
9       least one merchant/vendor;

10  
11       converting and organizing said advertising content received from  
12       said merchant/vendor into electronic format advertising;

13  
14       transferring and storing said electronic format advertising on a  
15       CD-ROM;

16  
17       imprinting each of said CD-ROMs on an outer surface thereof with  
18       indicia identifying said CD-ROMs as being distributed by at  
19       least one selected fundraising entity;

20  
21       providing said CD-ROM to said at least one fundraising entity;

22  
23       distributing said CD-ROM via selling of said CD-ROM via said at  
24       least one fundraising entity to purchasers whereby funds are  
25       raised;

26  
27       viewing said electronic format advertising on said CD-ROM via a  
28       computer system to obtain said at least one of merchandise and

1 service discounts and offers; and

2  
3 redeeming at least one of said at least one of merchandise and  
4 service discounts and offers with said at least  
5 two merchant/vendors via display of said CD-ROM to said at  
6 least two merchant/vendors by said purchasers whereby said  
7 purchasers receive at least one of said at least one of  
8 merchandise and service discounts and offers.

9  
10 **11.** The method of claim **10** further comprising the step of  
11 preparing and recording electronic format information containing  
12 information regarding said at least one fundraising entity on said  
13 CD-ROM whereby said purchasers receive information regarding said  
14 at least one fundraising entity for their review thereby  
15 encouraging said purchasers to continue their support of said at  
16 least one fundraising entity.